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# Advantages of Flaxseed filler in herbal pillows and heat therapy

**Our Herbal Concept Product line uses 100% premium flaxseed.**

We use Flaxseed instead of many common less expensive fillers because:

-  *It will not smell like cooked food after heating.*
-  *It will continue to provide long lasting heat use after use.*
-  *It will provide significantly longer heat without burning the filler with the same bulk and weight.*
-  *It conforms smoothly to your body.*
-  *It has superior moisture absorption*

See the following products that use flaxseed for moist heat therapy

-  [Comfort pack](#)
-  [Herbal Buddy](#)
-  [Neck Wrap](#)
-  [Shoulder Wrap](#)
-  [Lumbar Pack](#)
-  [Eye and Sinus Pillow](#)
-  [Big Back Pack](#)

**It will not smell like cooked food after heating.**

This is the one complaint you will hear about these general types of product - Rice, Corn, Barley are foods - Flax seed is a flower seed. Rice and corn have a the most significant problem with smelling like cooked food after a few uses or slight over

heating. While you can burn flax seed, with normal usage it has a neutral smell.

It will continue to provide long lasting heat use after use.

The oil content is the key flax seed has a very high oil content, high quality flaxseed exceeds 40% (we use the best) rice will have 10 to 15% and corn will typically have 4% or less oil content. Flaxseed wins hands down. The oil is what absorbs and retains heat, the high water content of other grains does allow for the radiation of heat and provides moisture moisture but it is short lived and many of them do not regain the moisture after heating.

It will provide significantly longer heat without burning the filler with the same bulk and weight.

Again it is the oil, in flax seed it is what absorbs the heat, not the fiber, which in lower oil content grains is the only source that can absorb the energy once the water is evaporated. Also why grains burn more easily the flax seed.

It conforms smoothly to your body.

Flax seeds are very small, in our pillows they feel like grains of sand, almost liquid in texture. Flax seed does not bulk nor can you feel individual kernels like corn and buckwheat, flaxseed will flow to conform to your body

It has superior moisture absorption.

Flax seeds have a porous shell, compared to grains like rice, and to the most common rice used, polished rice, there is no comparison. One of the reasons rice is polished is to reduce the amount of moisture it will absorb to extend its shelf life.

### **The Disadvantages of Flax Seed**

It is more expensive and takes more weight to fill your pillow

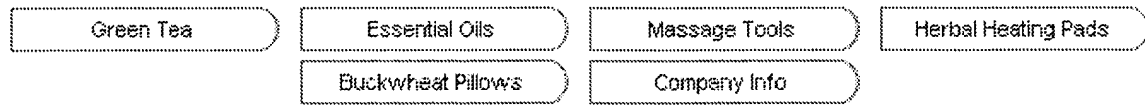
We think it is worth it -- you will too

Years ago - (we were one of the first companies to produce this product commercially) our product contained a mixture of barley and flaxseed. Over time the advantages of flaxseed continue to prove themselves to be well worth the extra cost.

Yet you will find that we are competitively priced.

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